remote server via a request router 180 at the Internet service provider 160. The user profile, however, is transmitted to and stored at Internet service provider 160. Information from user profile 154 may be transmitted each time the user requests resources from the Internet, at the beginning of each Internet session that is served by Internet service provider 160, or periodically at any desired interval. For example, client system 110 may update user profile copy 154' on a daily basis, regardless of whether the user has accessed the Internet during the day. Furthermore, Internet service provider 160 may maintain user profile information associated with a plurality of client systems. The method of selecting advertisements at Internet service provider 160 may be substantially similar to the methods for selecting advertisements at remote server 16 described in reference to Figure 3A. Alternatively, advertisement selection decision unit 164 may select appropriate advertisements for client system 110 and compile a list of appropriate advertisements before any information document is requested by client system 110. In this case, the preselected advertisements are already identified and available for insertion into requested information documents when the user begins to access to the Internet.--

Please amend the Abstract to read as follows:

--Systems and methods for selecting and inserting advertisements in an information document displayed to a user, wherein the selection is based at least in part on television programming viewed by the user. The systems and methods may be implemented using the Internet or another information retrieval system that includes a client system and a remote server. The client system monitors television programming viewed by the user and compiles a user profile characterizing the television programming. When the user requests an Internet resource using the client system, the television programming information in the user profile is utilized to select an appropriate advertisement. The advertisement is then inserted in the information document and displayed to the user. Advertisement selection and insertion may be conducted at the remote server, the client system, or at the level of the Internet service provider. Such selection of advertisement increases the efficiency by which Internet advertisements are tailored to individuals. Instead of advertisements, information relating to the television programming may be retrieved over the Internet and displayed without direct user assistance.--

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